

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Novi, MI

Community Livability Report

2016



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# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Novi. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

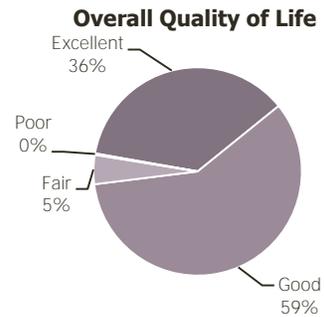
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. **The NCS captures residents’ opinions** within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 374 residents of the City of Novi. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the **Technical Appendices** provided under separate cover.



# Quality of Life in Novi

Almost all residents rated the quality of life in Novi as excellent or good. This rating was similar to the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

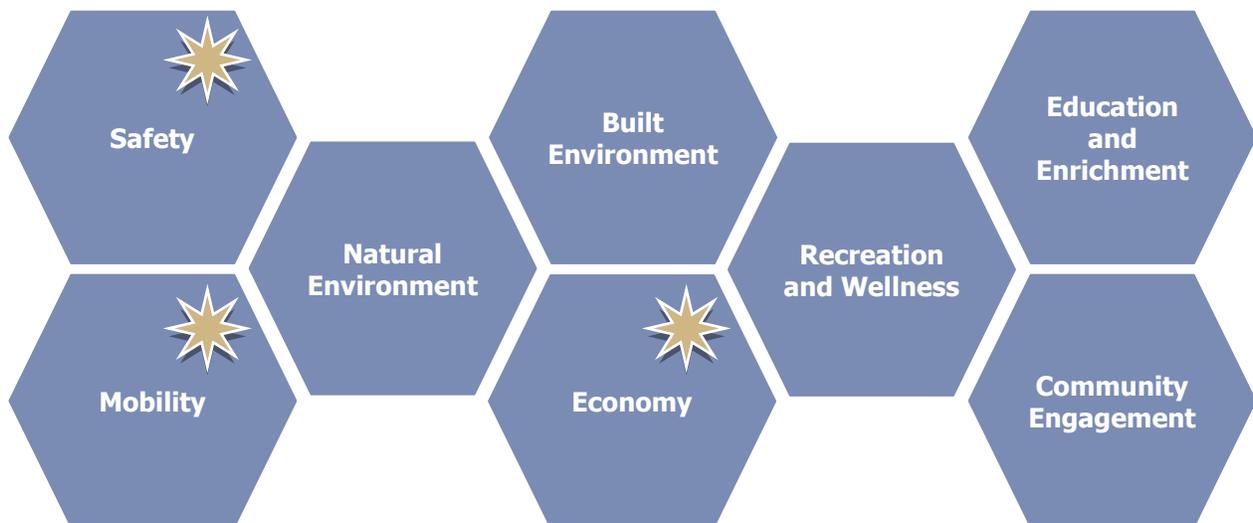
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Mobility and Economy as priorities for the Novi community in the coming two years. Novi residents gave favorable ratings to these facets of community. Ratings for all facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Novi’s **unique** questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Novi, 96% rated the City as an excellent or good place to live. **Respondents' ratings of Novi as a place to live were similar to ratings in other communities across the nation.**

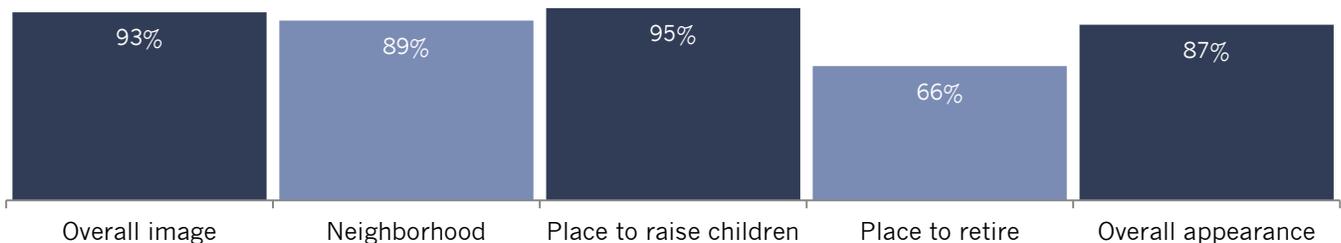
In addition to rating the City as a place to live, respondents rated several aspects of community quality including Novi as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Novi and its overall appearance. Almost all residents gave excellent or good ratings to the overall image of Novi and to Novi as a place to raise children, these ratings were higher than ratings in comparison communities. About 4 in 5 respondents gave favorable ratings to their neighborhoods and to the overall appearance of Novi. Ratings of neighborhoods were similar to the national benchmark while ratings for the overall appearance of Novi were higher than the benchmark. About two-thirds of respondents gave excellent or good marks to Novi as a place to retire; this rating was similar to ratings across the nation.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. All aspects of Community Livability were rated similar to or higher than the national benchmarks. Almost all residents rated all aspects of Safety positively, and these ratings remained stable over time (for more information see the **Trends over Time** report under separate cover). Within the facet of Mobility, ratings ranged from 35% excellent or good for traffic flow to 73% excellent or good for public parking.

Ratings for traffic flow, travel by car, overall ease of travel and public parking decreased from 2014 to 2016. About 4 in 5 respondents gave positive ratings to all aspects of Natural Environment. About two-thirds of respondents gave positive ratings to most aspects of Built Environment, however only about half gave positive ratings to affordable quality housing in Novi, and this rating also decreased over time. Most aspects of Economy received ratings higher than in comparison communities. All aspects of Recreation and Wellness, Education and Enrichment and Community Engagement received favorable marks from at least 6 in 10 residents.



Percent rating positively (e.g., excellent/good)



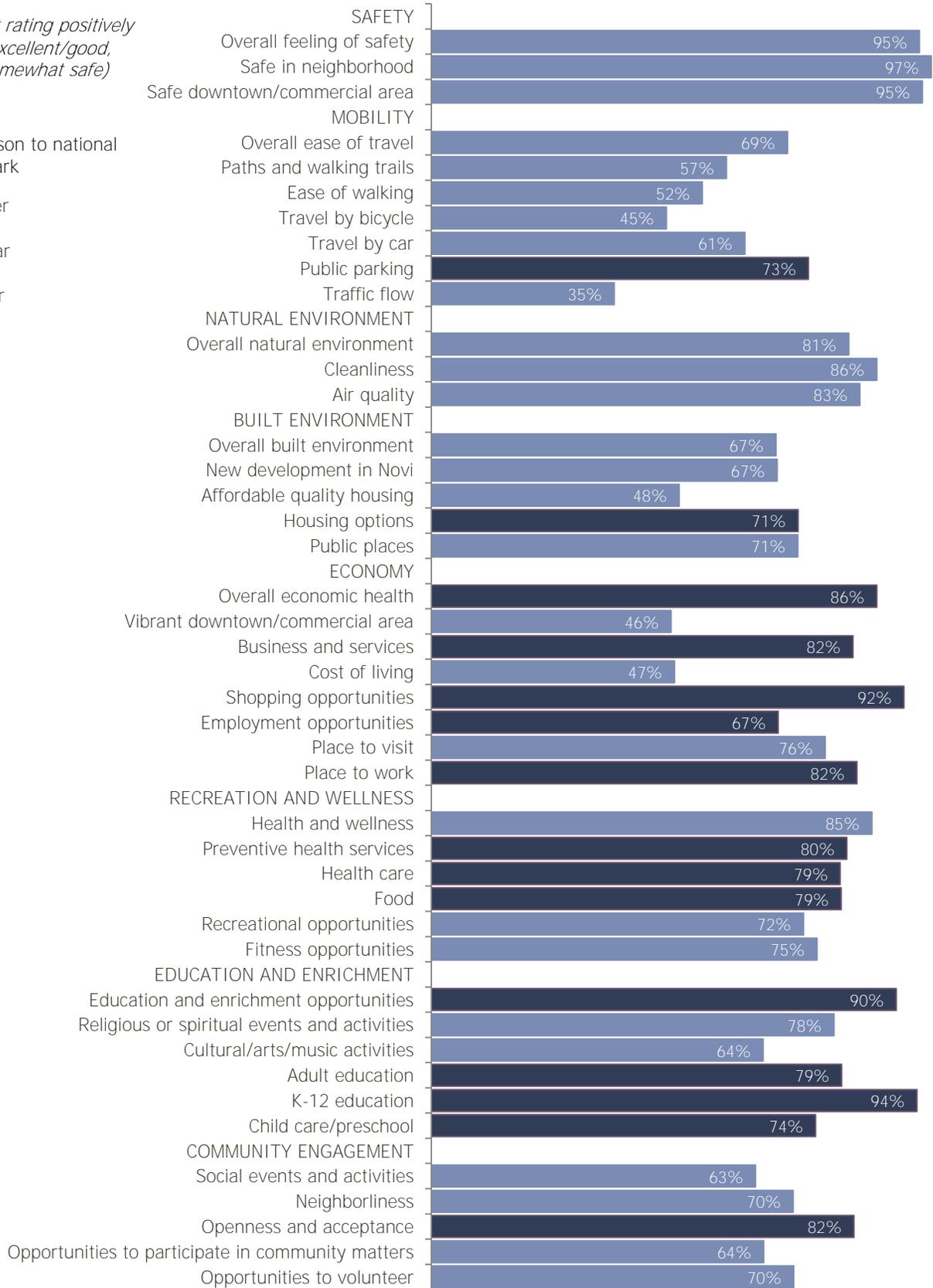
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

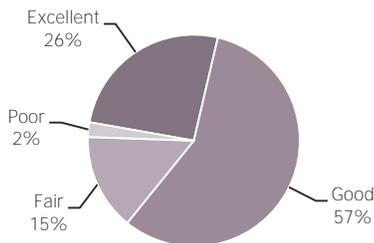
*How well does the government of Novi meet the needs and expectations of its residents?*

The overall quality of the services provided by Novi as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 83% gave excellent or good ratings to the overall quality of services provided by Novi, while only about half as many (41%) gave excellent or good ratings to the Federal Government. Despite the difference between these two ratings; both were similar to the national benchmarks.

Survey respondents also rated various aspects of Novi’s **leadership and governance**. A majority of residents gave positive ratings to each aspect, these ratings tended to be similar to the benchmark; however the rating for treating all residents fairly was higher than the benchmark. Ratings for the overall direction of Novi, welcoming citizen involvement, confidence in City government, acting in the best interest of Novi, being honest and treating all residents fairly were trending down from 2014 to 2016.

Respondents evaluated over 30 individual services and amenities available in Novi. Almost all services were rated similarly to the national benchmark; however ratings for crime prevention, code enforcement, economic development and public information services were higher than in comparison communities. Further, all aspects of Safety, Natural Environment, Build Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement were rated as excellent or good by a majority of Novi residents. Ratings within Mobility tended to be mixed, only about 37% of residents gave positive ratings to street repair, and about 46% gave excellent or good ratings to traffic signal timing. Ratings for traffic enforcement, street lighting and traffic signal timing were trending down from 2014 to 2016.

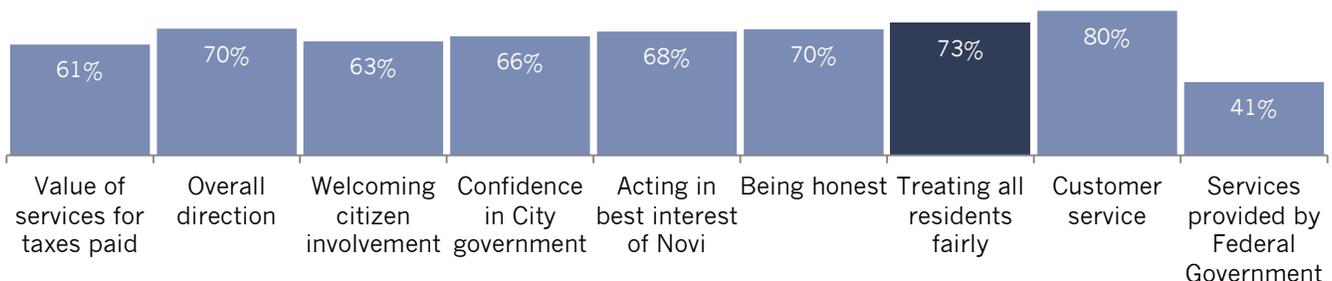
**Overall Quality of City Services**



*Percent rating positively (e.g., excellent/good)*

**Comparison to national benchmark**

■ Higher ■ Similar ■ Lower



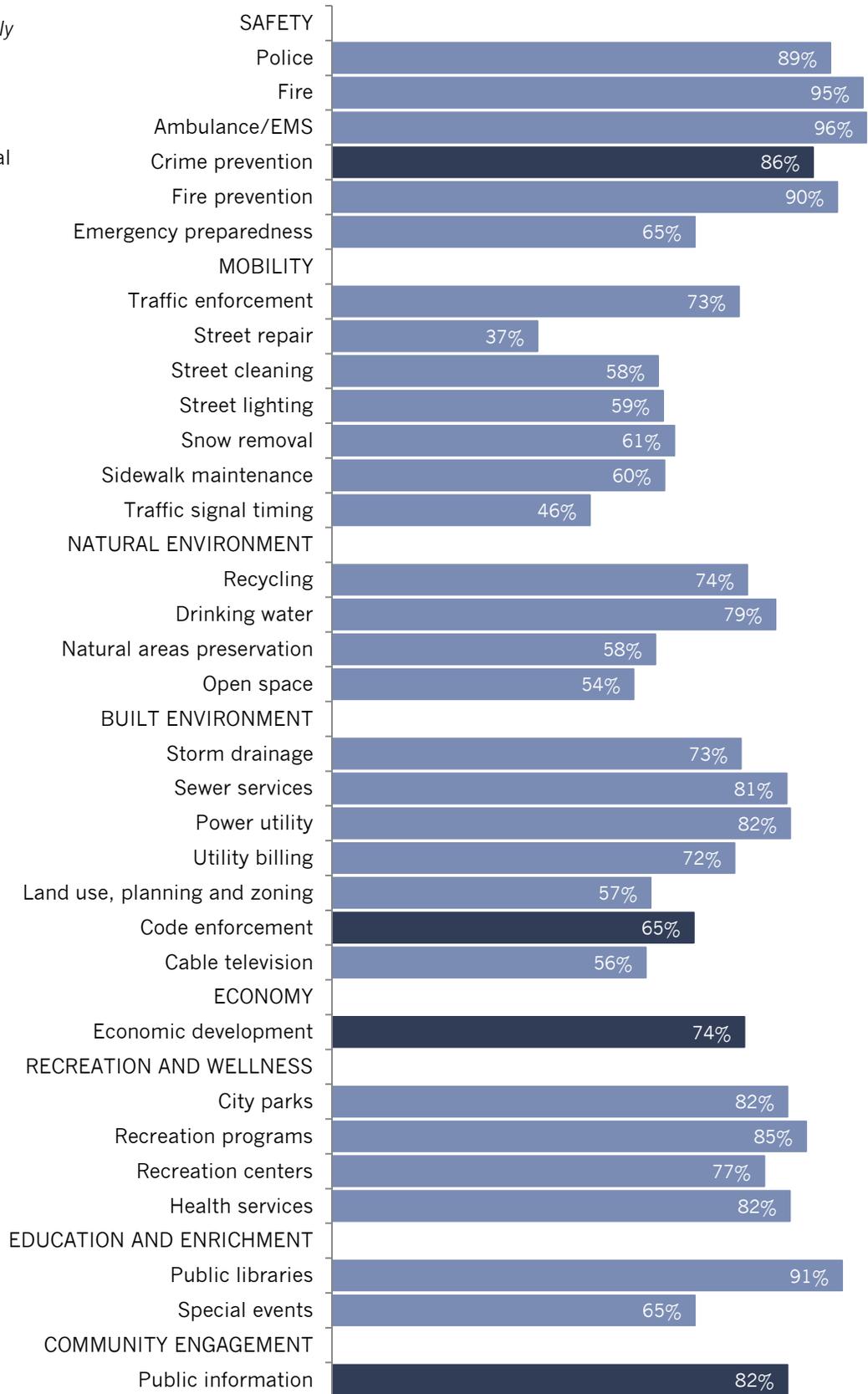
# The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

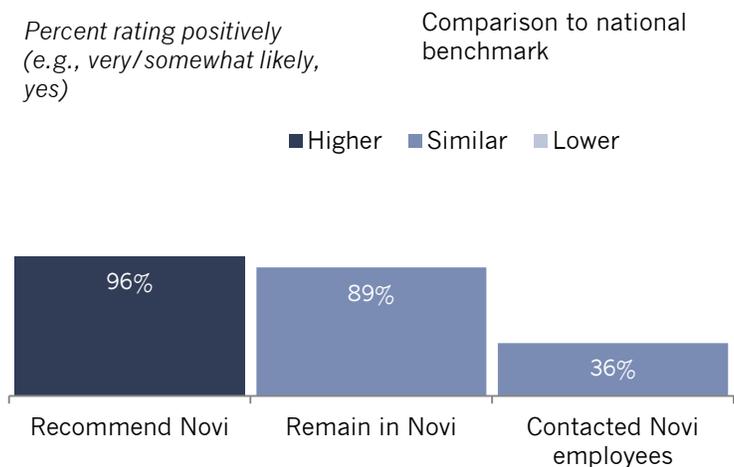
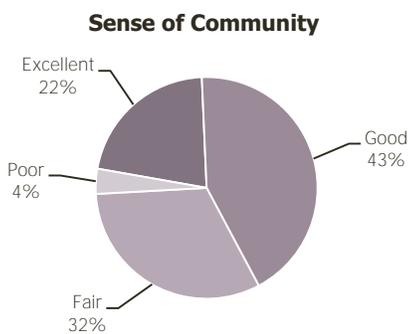


# Participation

*Are the residents of Novi connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 6 in 10 of Novi residents gave excellent or good ratings to the overall sense of community; this rating was similar to ratings in other jurisdictions across the nation. Almost all residents would recommend living in Novi and at least 4 in 5 planned to remain in Novi for the next five years.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Reported rates of Participation in Novi tended to be similar to reported rates in comparison communities. Compared to other communities, more Novi residents were had NOT reported a crime and had NOT observed a code violation. Fewer Novi residents reported that they had stocked supplies for an emergency, carpooled, worked in Novi, attended a City-sponsored event, volunteered or watched a local public meeting. Almost all rates of Participation remained stable from 2014 to 2016; however fewer residents had a positive economic outlook and more residents reported that they had visited a City park or participated in moderate or vigorous physical activity.



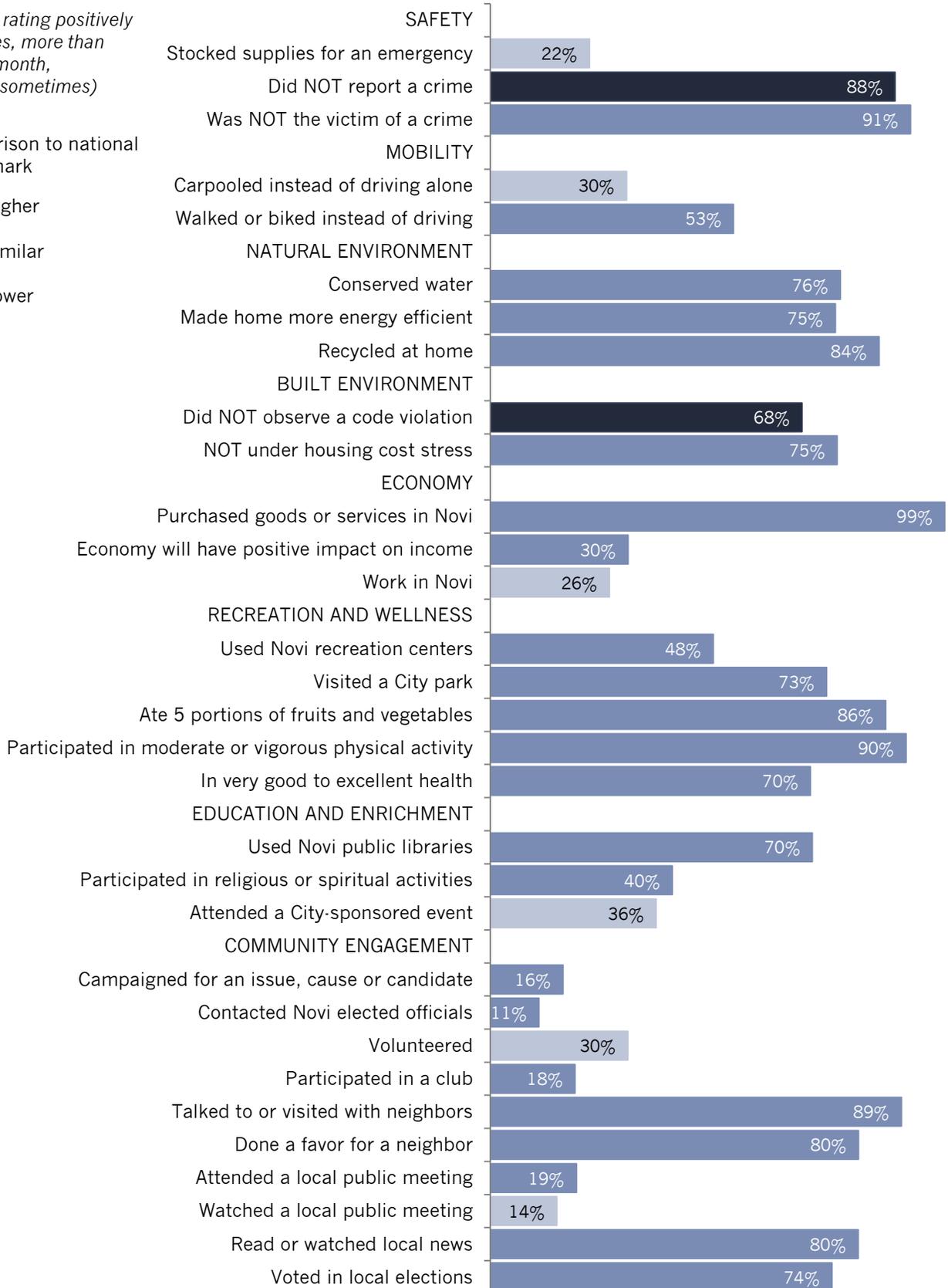
## The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

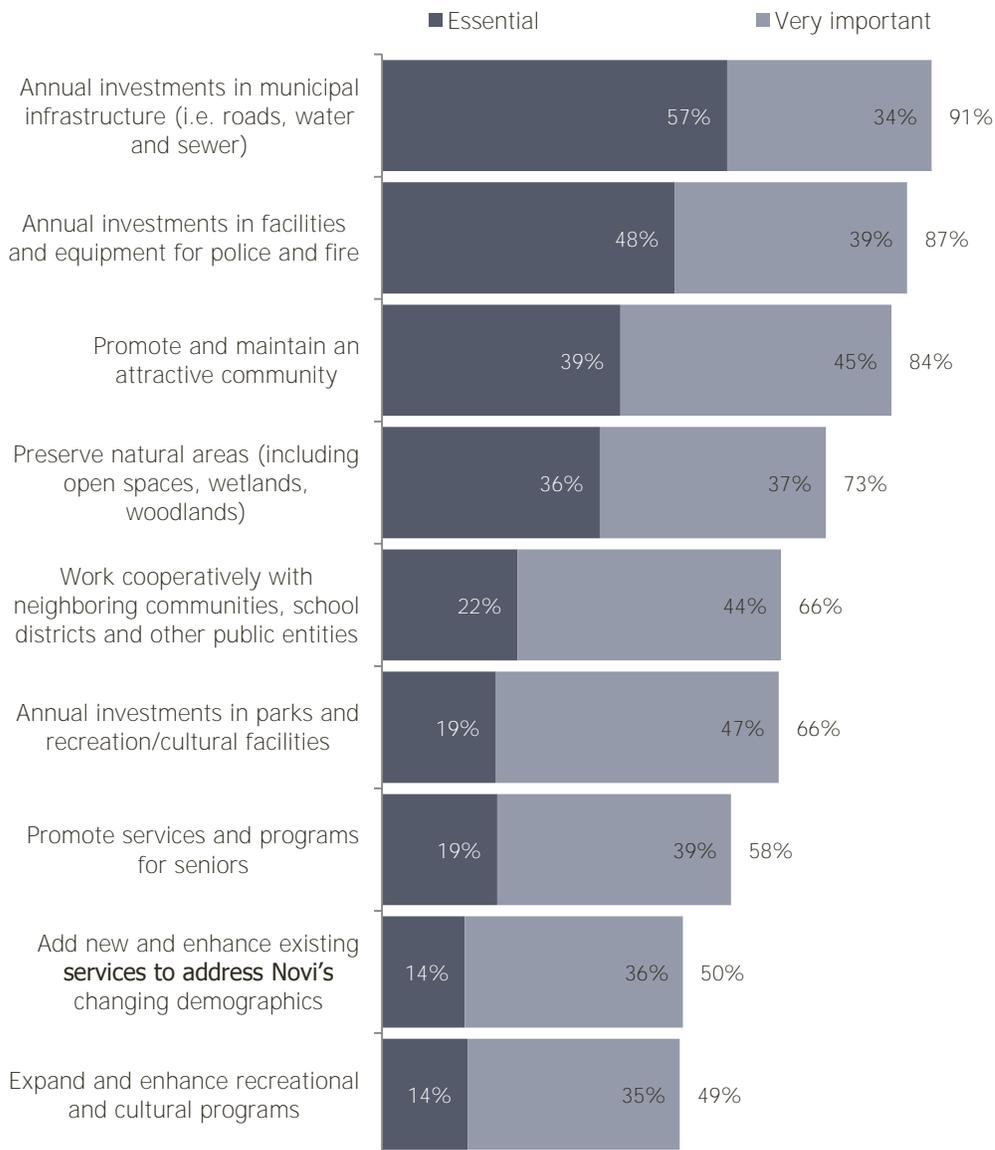


# Special Topics

The City of Novi included two questions of special interest on The NCS. The first question asked residents to rate the importance of several different City priorities. Almost all residents rated annual investments in municipal infrastructure as essential or very important, and at least 4 in 5 also rated annual investments in facilities and equipment for police and fire and promoting and maintaining an attractive community as top priorities. About half of respondents rated expanding and enhancing recreational cultural programs and adding and enhancing existing **services to address Novi’s changing demographics as essential or very important.**

Figure 4: City Priorities

*The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be for the City of Novi over the next five years:*

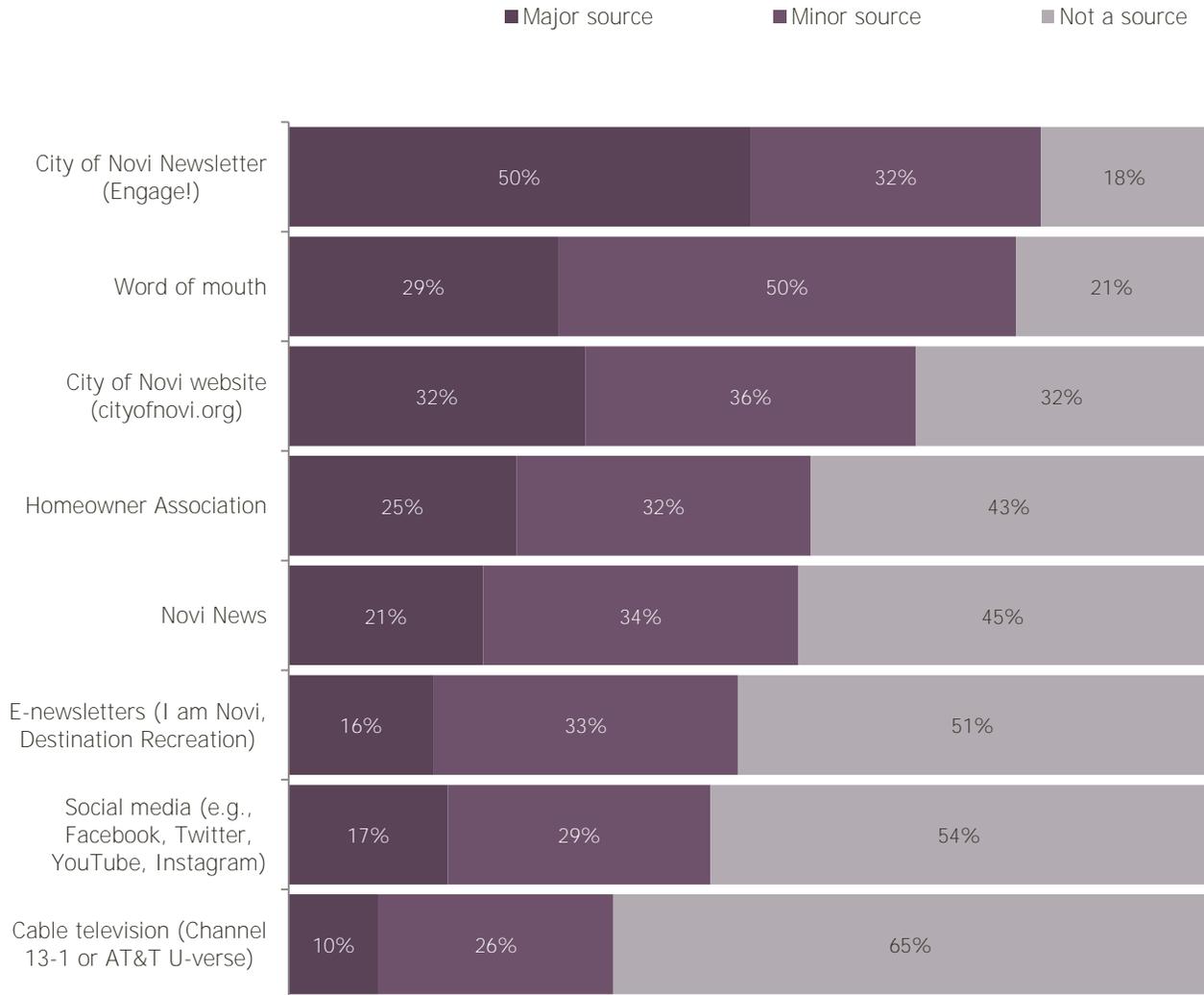


## The National Citizen Survey™

The second question asked residents about various information sources in the City of Novi. The City of Novi **Newsletter, word of mouth, the City website, homeowner’s associations and Novi News** were viewed as a major or a minor source by a majority of respondents. Fewer residents rated Cable television, social media or e-newsletters as a major or minor source.

Figure 5: Information Sources

*Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Novi and its activities:*



# Conclusions

## **Residents continue to enjoy an exceptional quality of life in Novi.**

Almost all residents rated their overall quality of life as excellent or good and would be likely to recommend Novi **as a place to live. These high ratings remained stable from 2014 to 2016. Novi's overall image, along with the City** as a place to live, and to raise children received favorable ratings by about 9 in 10 residents. These ratings tended to be similar to or higher than the national benchmark and remained stable over time.

## **Residents value Safety in Novi.**

Safety was identified as a top focus area by residents and most residents wanted the City to continue to provide excellent safety services and amenities. At least 9 in 10 respondents felt safe overall, in their neighborhoods and in downtown/commercial areas. Residents rated safety services highly and most participants were not a victim of a crime or did not report a crime. At least 4 in 5 respondents would like to see investments made in facilities and equipment for police and fire.

## **The Economy continues to be a strong and important community feature.**

Residents indicated that the economy was an important community feature to focus on over the next two years. About 4 in 5 respondents felt very positive about the overall economic health of the community, and this rating was higher than the national benchmark. Novi as a place to work, employment opportunities, shopping opportunities, the overall quality of businesses and services and economic development services all received ratings higher than ratings in other communities across the nation. Almost all ratings of Economy remained stable from 2014 to 2016; however ratings for cost of living decreased and fewer residents had a positive personal economic outlook.

## **Mobility identified as a top priority and shows potential for improvement.**

Novi residents also identified Mobility as a top priority for the Novi community. Overall ratings within Mobility were positive and tended to be similar to the national benchmarks. However, several aspects of Mobility were trending down from 2014 to 2016 including: traffic enforcement, street lighting, traffic signal timing, traffic flow, travel by car, overall ease of travel and public parking. Due to the number of aspects trending down within this facet, it may be an area that the City may want to more closely examine.